

2013 ANNUAL CHINA INSTITUTE SURVEY

# ALBERTANS' VIEWS ON CHINA



“Asia’s population growth may benefit Alberta”

*Male, 38, Edmonton*

“We need to expand our horizons; we can’t just rely on the US or just one country, but at the same time, we need to be careful about regulations too (...).”

*Female, 54, non-metropolitan area*

“Alberta should welcome investments from anyone who wants to invest in the province. Alberta tends to be a bit of a closed circle, so new sources of investment would be a good thing.”

*Male, 67, Calgary*

“We are talking about buying company and things like that. I think partnership is good, but I do not like the idea of transferring our ownership to another country.”

*Male, 28, Edmonton*

“Chinese investment in Alberta is a good thing as long as it isn’t too much; as long as there is still some control from the Alberta government.”

*Female, 19, non-metropolitan area*

“We have resources that require a large amount of infrastructure for development. By allowing foreign investments, we develop our resources and help other sectors of economy, as well as the public sector (...).”

*Male, 41, non-metropolitan area*

“Chinese investment helps to diversify our export partners and reduce our dependence on the US market.”

*Female, 53, Calgary*

“We should welcome international investments from other countries but with regulation.”

*Male, 45, Edmonton*

“I think that any investment that can generate money is good for Alberta, and how far has the US gotten us? China is a mega country, why wouldn’t we want their support as well?”

*Female, 47, Calgary*

“Canada should retain control over its natural resources.”

*Female, 44, Edmonton*

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# FOREWORD

The China Institute at the University of Alberta (CIUA)'s survey "Albertans' Views on China" arises from the China Institute's commitment to fostering a better understanding of China and its importance to Canadian society. In line with this commitment, the CIUA has surveyed Albertans for a third consecutive year on their views on a variety of matters related to China, including Chinese investment in the province.

The CIUA continues to work with the Alberta Survey, conducted by the Population Research Laboratory of the University of Alberta, as a vehicle to investigate Albertans' views on China. For the first time, the CIUA is able to offer a comparative perspective of Albertans' views to its audience. The set of questions applied in the 2013 Alberta Survey corresponds to the same set used in 2011. The CIUA has further explored questions related to Chinese investment in the province through the addition of an open-ended question. This open-ended question (Question 8, Appendix I) addresses the background reasons why Albertans support or oppose Chinese investment in the province.

The 2013 survey found that more Albertans (63%, versus 58% in 2011) acknowledge that China will play an increasingly significant role in their future opportunities. A slightly larger majority of Albertans (76%, against 75% in 2011) consider China as an important export market for Alberta goods and services. China's importance to Alberta appears unquestionable in the eyes of most Albertans. However, the percentage of Albertans who believe that the province should diversify its economy by increasing trade with Asia has declined slightly, from 72% in 2011 to 68% in 2013. An increased number of Albertans think that the province should decrease its economic reliance

on the US market (60%, against 57% in 2011); although Albertans appear less confident of Asia as a good alternative to the US market.

With regard to Chinese investment in the province, the 2013 survey revealed that Albertans are more polarized in their views than they were in 2011. Albertans' support for Chinese investment has declined from 55% in 2011 to 49% in 2013. Likewise, Albertans' support for Chinese investment in energy and other resource sectors of the province declined from 52% in 2011 to 43%. The widespread media coverage of the CNOOC-Nexen deal, often critical of the Chinese acquisition, may have affected the views of Albertans on Chinese investment in the province. The percentage of people opposing Chinese investment in general and Chinese investment in the energy sector has increased 10 and 12 percentage points respectively. Now 28% of Albertans oppose Chinese investment in general and 34% oppose Chinese investment in the energy sector. However, approximately 50% of those who oppose Chinese investment do so because of reasons unrelated to China. Protectionism regarding the economy appears to be the primary reason for Albertans to oppose Chinese investment in the province.

One of the most important findings of the 2013 survey relates to the building of infrastructure to transport energy to Canada's West Coast. The percentage of Albertans supporting this initiative has increased by 11 percentage points over the past two years, from 56% in 2011 to 67% in 2013. This is particularly significant as this export option offers the most efficient outlet for the export of Alberta energy to Asia.

Despite a high degree of Albertan support for China-related affairs in the province, this year's results do raise a few concerns regarding Alberta-China bilateral relations. The decline in Albertans' support for and the increase in the opposition to China-related issues is problematic, as Chinese investment in the province can play a major role in the creation of job opportunities and in the transference of economic resources for technological innovation and development.

In a globalized world, Canadian competitiveness and prosperity can be enhanced by Canada's ability to attract long-term foreign investment. China holds the deepest pools of capital available to Alberta, especially the "patient capital" that is willing to invest in high-cost long-term natural resource projects.

Given the significance of a rising China to the future of Canada and Alberta, the CIUA will continue to chart the evolving views of Albertans regarding the People's Republic of China, but we are of the view that Alberta will be best served by strong engagement with the leading world economies, including China.

*Gordon Houlden*

Director  
China Institute  
University of Alberta

# EXECUTIVE SUMMARY

## KEY FINDINGS OF THE 2013 ALBERTA SURVEY

- Albertans' views on China are increasingly polarized.
- More Albertans believe that China will play an increasingly significant role in their lives.
- Albertans' support for better infrastructure to transport energy via the West Coast to Asian markets has sharply increased.
- Albertans' support for Chinese investment in the province has weakened. Albertans are particularly divided on Chinese investment in energy and other resource sectors.
- Overall, Calgarians are the most supportive of Chinese investment.
- Edmontonians presented the largest decline in the percentage of support for Chinese investment in the province. Calgarians, in contrast, presented the largest decrease in the percentage of support for Chinese investment in energy and other resource sectors of the province.
- Calgarians and Edmontonians share the same percentage of support for Chinese investment in energy and other resource sectors of the province. However, the percentage of people opposing this kind of investment is higher in Edmonton.
- Albertans from non-metropolitan areas are the least supportive of Chinese investment in the province. They are particularly unfavourable of Chinese investment in energy and other resource sectors of the province.
- Approximately half of those who oppose Chinese investment in the province do so because of reasons unrelated to China. Protectionism against foreign investment (regardless of origin) is the primary reason offered by those who oppose Chinese investment in the province.
- More Albertans think that the province should reduce its reliance on the US market, but they view the Asian alternative with less enthusiasm than in previous [CIUA surveys](#).
- Albertans are more reserved about whether China's economic growth will benefit the province than in previous years.
- Most Albertans still consider knowledge of the Chinese language as unnecessary.
- This survey's results are generally consistent with the 2013 Pew Research Global Attitudes Project, which saw the percentage of Canadians holding a favourable view of China decline from 59% in 2005 to 43% in 2013.
- Albertans, according to the Asia Pacific Foundation of Canada's (APFC) 2013 survey remain the most positive province with regards to China as a trading partner.

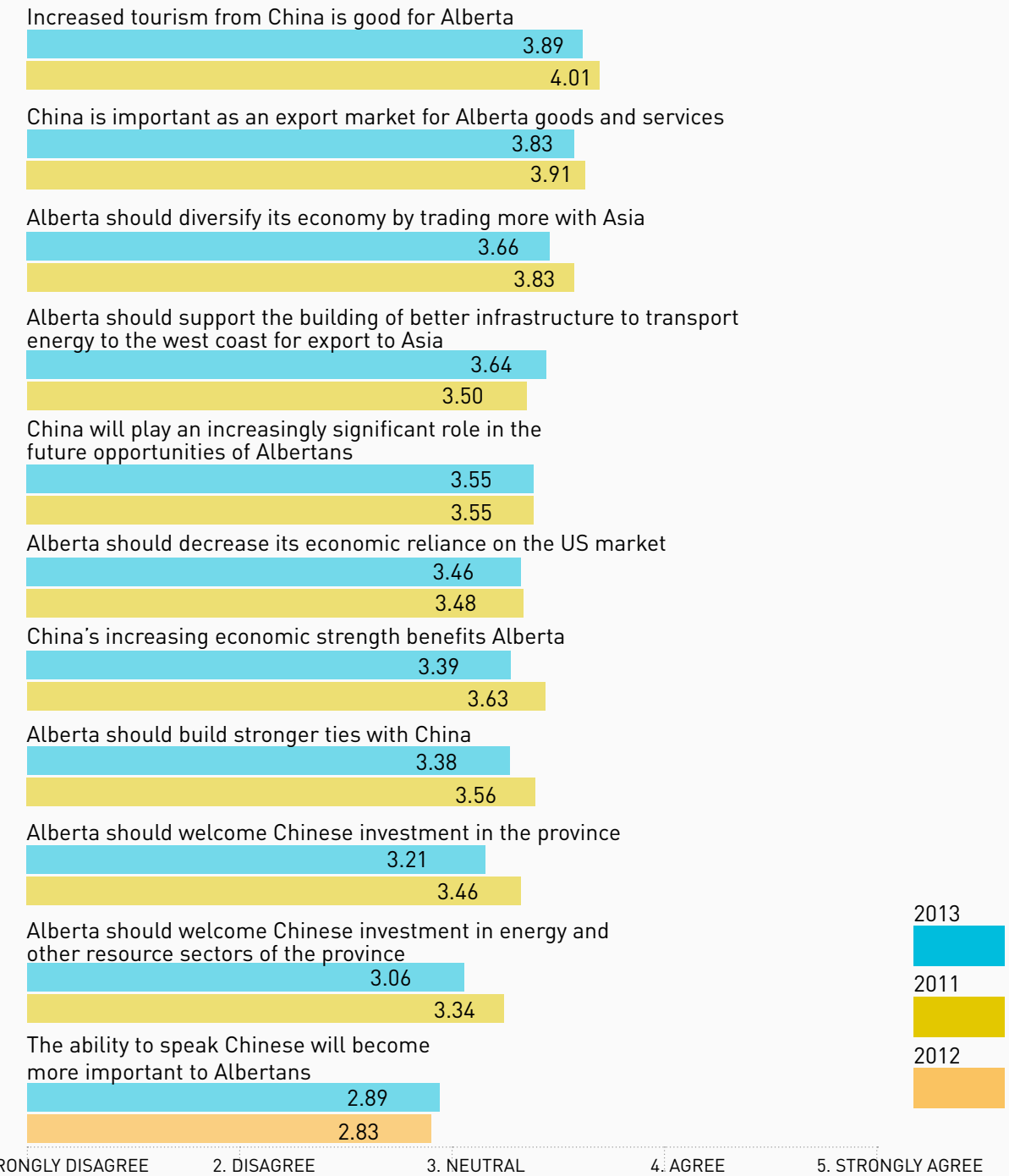
# THE DATA AT A GLANCE

Statements <sup>1,2</sup>	2011		2013		Change 2011 to 2013 [percentage points]	
	%Agree	%Disagree	%Agree	%Disagree	%Agree	%Disagree
1. China's increasing economic strength benefits Alberta	58%	12%	52%	19%	-6	+7
2. Alberta should build stronger ties with China	57%	15%	56%	21%	-1	+6
3. China is important as an export market for Alberta goods and services	75%	8%	76%	11%	+1	+3
4. Alberta should decrease its economic reliance on the US market	57%	25%	60%	26%	+3	+1
5. Alberta should diversify its economy by trading more with Asia	72%	9%	68%	14%	-4	+5
6. Alberta should support the building of better infrastructure to transport energy to the West Coast for export to Asia	56%	19%	67%	17%	+11	-2
7. Alberta should welcome Chinese investment in the province	55%	18%	49%	28%	-6	+10
8. Reason (for Question 7, implemented in 2013)	not applicable <sup>3</sup>					
9. Alberta should welcome Chinese investment in energy and other resource sectors of the province	52%	22%	43%	34%	-9	+12
10. China will play an increasingly significant role in the future opportunities of Albertans	58%	15%	63%	17%	+5	+2
11. Increased tourism from China is good for Alberta	83%	6%	81%	8%	-2	+2
12. The ability to speak Chinese will become more important to Albertans (2012 versus 2013) <sup>4</sup>	30%	40%	38%	44%	+8	+4

1. The numbers related to the column "2011" in this table does not match the numbers presented in the 2011 report and the 2012 report (in the case of question 12) because of two reasons: 1) the data in this report is weighted by age profile and regional population profile. In the previous reports, the data was weighted only by regional population; 2) the total sum (100%) for each of these questions includes the percentage of Albertans who answered "don't know." In the previous reports, the total sum (100%) excluded the category "don't know."
2. The total (100%) is formed by the sum of "agree" ("strongly agree" plus "agree"), "disagree" ("disagree" plus "strongly disagree"), "neutral" ("neither agree nor disagree"), and "don't know."
3. Question 8 was only employed in the 2013 Alberta Survey. This is an open-ended question asking why people oppose or support Chinese investment in the province. See questionnaire [Appendix I] for more details.
4. Question 12 was not asked in the 2011 Alberta Survey. Therefore, the comparison here refers to the years of 2012 and 2013

## Average Response Ratings Comparison

The lower the average, the closer to "strongly disagree;" the higher the average, the closer to "strongly agree" on the scale.



Although the enthusiasm for China has declined over the past two years (all averages are above 3 points with the exception for the language question), Albertans retain an overall positive outlook on the province's relations with China.

The questions on Chinese investment (in general and in energy) and the ability to speak Chinese received the lowest averages in the survey.

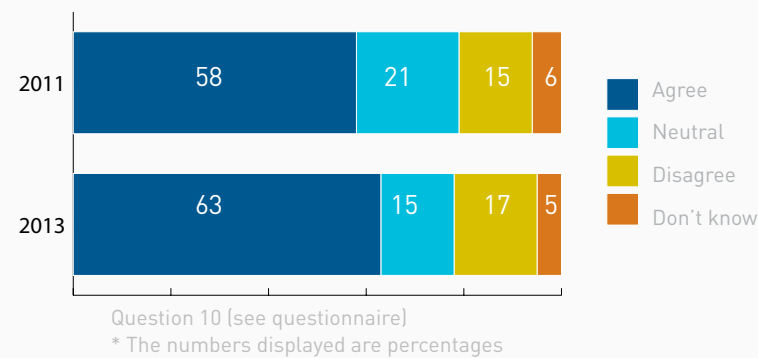
# 1. ALBERTANS' VIEWS ON CHINA

## KEY FINDINGS

- A greater number of Albertans (63%) expect China to play an increasingly significant role in their lives.
- Despite a decline in the percentage (6 points), the majority of Albertans (52%) continue to think that China's economic growth benefits the province. However, the percentage of people who disagree has increased by 7 points over the past two years (from 12% in 2011 to 19% in 2013).
- Albertans (56%) continue to support the province's ties with China. However, the percentage of people who opposes it has increased 6 points over the past two years (from 15% in 2011 to 21% in 2013).

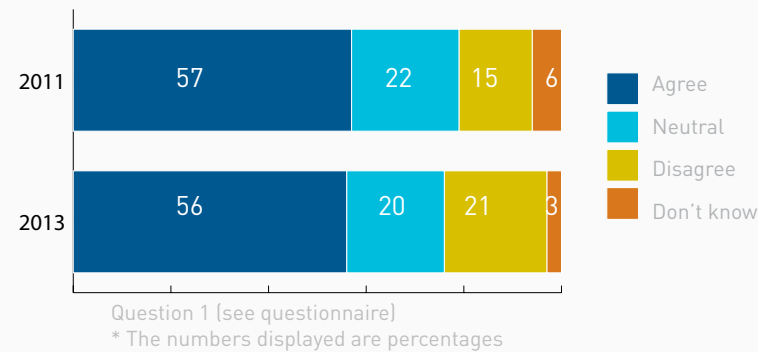
### China will play an increasingly significant role in the future opportunities of Albertans

Albertans (63%) are more likely to acknowledge that China will play an important role in their future opportunities. This represents a 5 point increase over 2011.



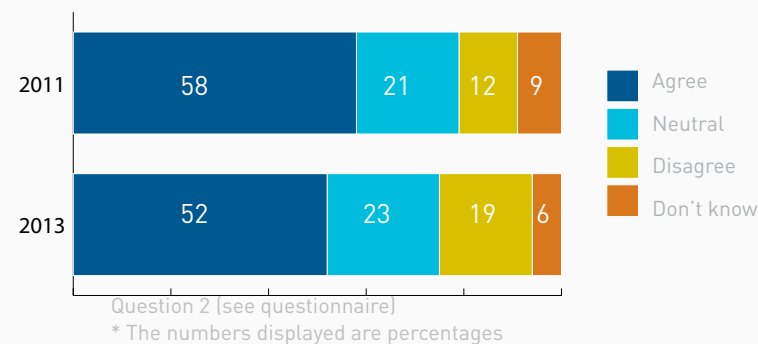
### Alberta should build stronger ties with China

The majority of Albertans (56%) continue to support the province's ties with China. However, the percentage of people who oppose these links has grown by 6 points since 2011.



### China's increasing economic strength benefits Alberta

Despite a 6-point decrease since 2011, the majority of Albertans (52%) continue to believe that China's increasing economic strength benefits the province. However, the percentage of people who disagree increased by 7 points to 19% in 2013, from 12% in 2011.



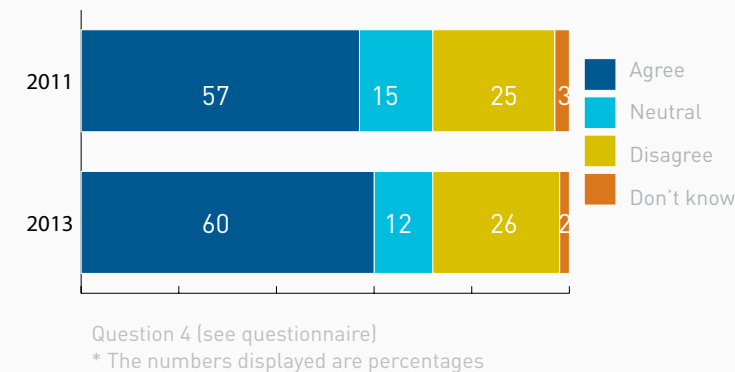
# 2. ALBERTA-ASIA ECONOMIC RELATIONS

## KEY FINDINGS

- More Albertans (60%, with an increase of 3 points in comparison to 2011) believe the province should reduce its reliance on the U.S. market.
- Albertans (68%) believe that Alberta should diversify its economy by trading more with Asia. The percentage of Albertans who support the diversification using Asian markets declined by 4 points between 2011 and 2013, from 72% to 68%, but this is still a strong majority. The percentage of people who oppose economic diversification by trading more with Asia has increased 5 points in this period, from 9% to 14%.

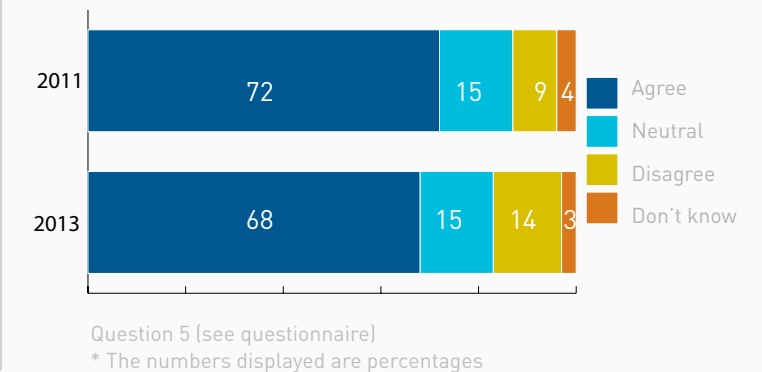
### Alberta should decrease its economic reliance on the US market

The percentage of Albertans who believe that Alberta should decrease its economic reliance on the US market increased from 57% in 2011 to 60% in 2013 (3 points). The percentage of those in opposition remained stable.



### Alberta should diversify its economy by trading more with Asia

Most Albertans (68%) believe that Alberta should diversify its economy by trading more with Asia. However, this percentage has declined by 4 points between 2011 and 2013. The percentage of people who oppose this idea has increased 5 points in the same period (from 9% to 14%).





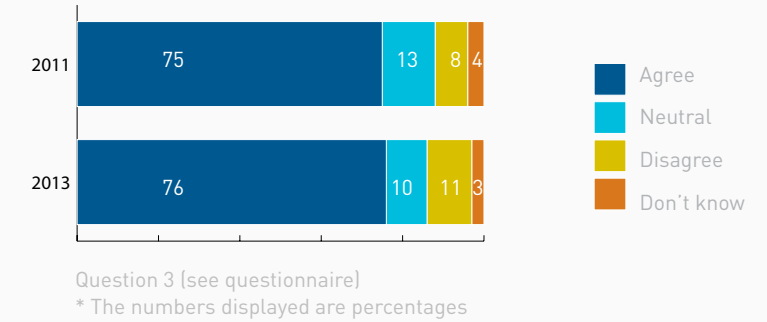
# 3: ALBERTA-CHINA ECONOMIC RELATIONS

## KEY FINDINGS

- An increased percentage of Albertans (76%) view China as an important market for their goods and services.
- A significant percentage of Albertans (49%) support Chinese investment. However, this percentage declined from 55% to 49% between 2011 and 2013. The percentage of people who oppose Chinese investment increased by 10 points in this period, from 18% to 28%.
- While the percentage of Albertans who support Chinese investment in energy and other resource sectors in the province has decreased from 52% in 2011 to 43% in 2013, the number of Albertans who continue to support this kind of investment is still considerable. The percentage of people opposing Chinese investment in energy and other resource sectors increased by 12 points, from 22% in 2011 to 34% in 2013.
- Albertans view favourably plans to build infrastructure to transport energy to the West Coast for export to Asia. The percentage of Albertans who support this infrastructure increased from 56% to 67% between 2011 and 2013. The percentage of persons surveyed who responded as “neutral” decreased from 21% to 11% in the same period. The data suggests that Albertans who responded as “neutral” in 2011 have shifted their opinion towards supporting infrastructure to transport energy to the West Coast in 2013.
- A large majority of Albertans (81%) continue to welcome tourism from China to the province.

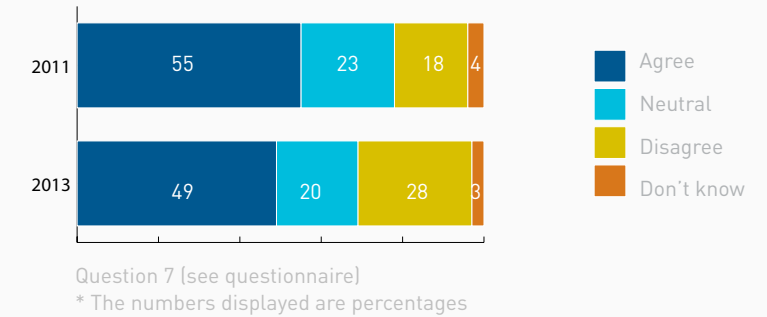
### China is important as an export market for Alberta goods and services

More Albertans (76%, increased by 1 point) see China as an important export market for the province. Fewer people responded as “neutral” (3-point decrease), and an increased number responded as “disagree” (11% in 2013 against 8% in 2011).



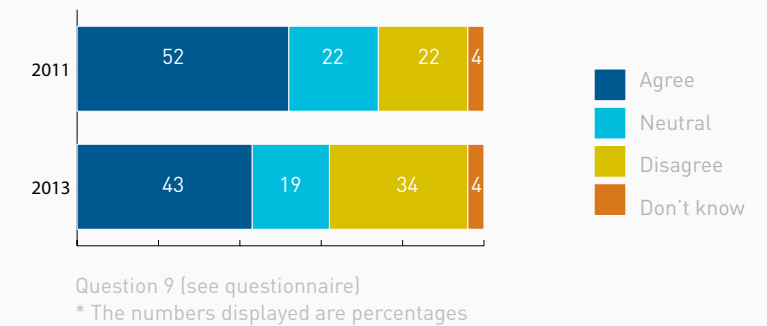
### Alberta should welcome Chinese investment in the province

A significant number of Albertans (49%) continue to support Chinese investment in the province. However, this percentage declined from 55% in 2011 to 49% in 2013. The percentage of people who are in opposition has increased by 10 points, from 18% to 28%.



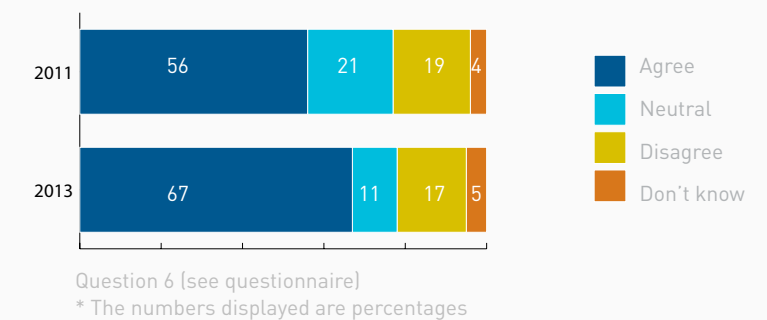
### Alberta should welcome Chinese investment in energy and other resource sectors of the province

A large percentage of Albertans (43%) continue to support Chinese investment in energy and other resource sectors of the province, but this percentage has also declined sharply (9 points) since 2011. The percentage of Albertans who oppose this kind of investment has increased by 12 points, from 22% in 2011 to 34% in 2013.



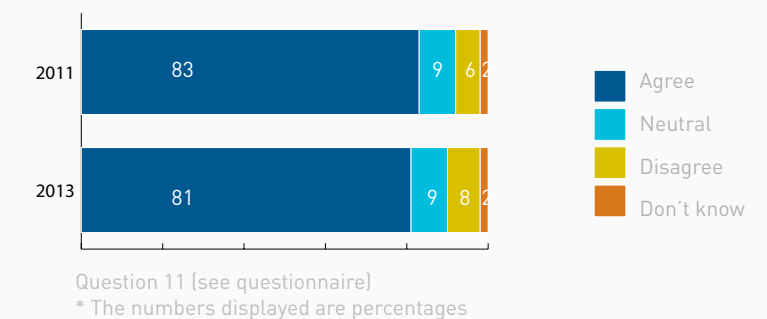
### Alberta should support the building of better infrastructure to transport energy to the West Coast for export to Asia

Albertans (67%) are increasingly supportive of building infrastructure to transport energy to the West Coast for export to Asia. The percentage that does not support this option declined from 19% to 17%. Fewer people responded as “neutral” (11% in 2013 versus 21% in 2011).



### Increased tourism from China is good for Alberta

Despite a modest 2-point decline, the vast majority of Albertans (81%) continue to hold a positive opinion of tourism from China to the province.

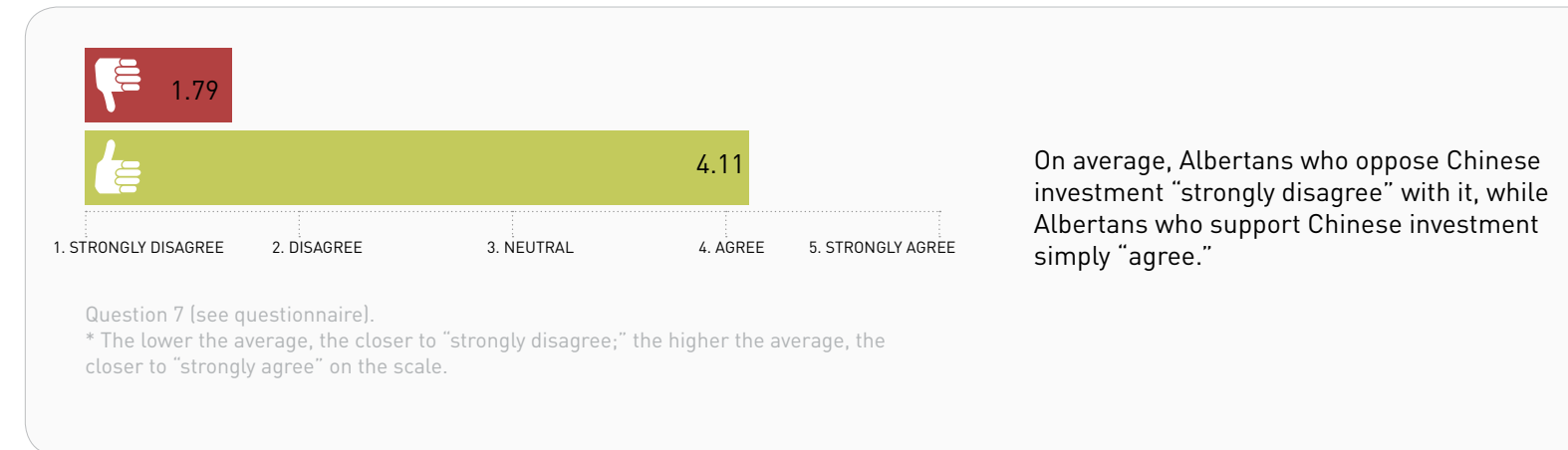


# 4: PERSPECTIVES OF THOSE WHO SUPPORT AND OPPOSE CHINESE INVESTMENT

## KEY FINDINGS

- Albertans are particularly divided about Chinese investment in the province. The group that is in opposition presented an average response rating for the question on Chinese investment (question 7) equivalent to “strongly disagree” (1.79). While, the group that is supportive of Chinese investment presented an average response rating equivalent to “agree” (4.11).
- The majority (48%) of those who do not support Chinese investment in the province do so because of reasons unrelated to China itself. They appear to share a protectionist mindset regarding the provincial economy, including foreign investment regardless of the origin of the investment.
- The majority (64%) of those who support Chinese investment in the province believe that it will benefit the economy.
- The two groups have distinct answering patterns across all the questions posed in the survey. The group supporting Chinese investment tends to be more favourable towards China in general than the group opposing it.
- These two groups diverge sharply on whether Alberta should welcome Chinese investment in energy and other resource sectors of the province. The group supporting Chinese investment “agree” (3.78) with Chinese investment in energy and other resources, while the group opposing Chinese investment “strongly disagree” (1.99) with this kind of investment.
- The two groups find relative consensus regarding the question of Alberta’s reliance on the U.S. market (3.32 for those opposing Chinese investment and 3.50 for those supporting it).
- The group opposing Chinese investment has the following characteristics: women are the majority (53%); the age profile is older (46.75 years on average); the income profile is lower (75 to 80 thousand dollars per year before taxes on average); and Albertans from non-metropolitan areas of the province are more likely to oppose Chinese investment (36%). While the group supporting Chinese investment has the following profile: men are the majority (55%); the age profile is younger (43.57 years on average); the income profile is higher (80 to 85 thousand dollars per year before taxes); and Calgarians are more likely to support Chinese investment (39%).
- With regards to political preference, supporters of the NDP and the Conservatives at the federal level are more positive towards Chinese investment. Supporters of these two parties presented average response ratings for the question on Chinese investment (question 7) equivalent to 3.24 and 3.23 respectively (against 3.05 for the supporters of the Green Party and 3.09 for supporters of the Liberal Party). At the provincial level, supporters of the Progressive Conservative and Wildrose parties tend to be more supportive of Chinese investment. Supporters of these two parties presented average response ratings for the question on Chinese investment equivalent to 3.23 and 3.20 respectively (against 2.99 for the supporters of the Liberal Party and 3.05 for supporters of the NDP). At the provincial level, supporters of the Liberal Party are the least supportive of Chinese investment.
- Respondents who were born outside of Canada tend to be more favourable regarding Chinese investments than respondents who were born in Canada. Respondents who were born outside of Canada presented a higher average response rating (3.41) for the question on Chinese investment than respondents born in Canada (3.16).

## The sample is increasingly polarized in terms of Chinese investment in the province



## Profile of Those Who Support and Oppose Chinese Investment

(age, years of schooling, and annual household income)

### Age (years)

	Average	Median
Oppose	46.75	46.00
Support	43.57	42.00
Sample	44.62	43.00

The group that opposes Chinese investment is older than those who support it.

The difference verified between the groups is statistically significant.

### Years of Schooling (years)

	Average	Median
Oppose	15.25	15.00
Support	15.64	15.00
Sample	15.46	15.00

With regards to education, those who support Chinese investment are slightly more educated than those who oppose it.

The difference verified between the groups is not statistically significant.

### Annual Household Income (thousand Canadian dollars)

	Average	Median
Oppose	75 - 80	95 - 100
Support	80 - 85	100 - 124
Sample	75 - 80	100 - 124

The group that opposes Chinese investment has a slightly lower household income level.

\*Before taxes and deductions. The difference verified between the groups is not statistically significant.



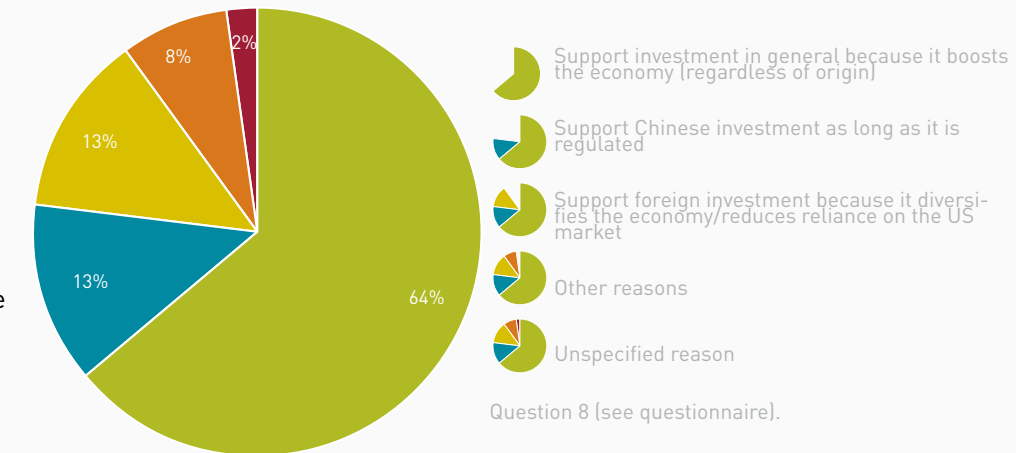
## ALBERTANS SAY

### REASON FOR SUPPORTING OR OPPOSING CHINESE INVESTMENT IN THE PROVINCE

- Chinese Investment Boosts the Economy
- Chinese Investment, as Long as Regulated, is Good for the Economy
- The Province should Favour National Investment
- China still Has to Improve Its Internal Policies
- China's Rise is a Subject of Concern

## Reason for Supporting Chinese Investment in the Province

Among those Albertans who support Chinese investment in the province (49%), the majority (64%) states that all investments, regardless of the country of origin, benefits the economy. There are also those (13%) who, while supportive of foreign investment, believe that Chinese investment should be subject to regulation. Another 13% agree that Chinese investments help Canada diversify its economy and reduce Canadian reliance on the US market.



#### Chinese Investment Boosts the Economy

"Ethical investment in the province is good, no matter where it is from."

"In my opinion the world economy is interconnected, so to deny one source could mean denying all of them."

"I think we need more investment in our province, and if China is a place where we can get it from, we should get it from there. I believe that our own residents don't see fit to invest, so we need foreign investment to establish more of our potential."

"I just don't think there's any way to avoid it. There's a difference between investment and selling off ownership. I don't think we need to sell off rights, natural resources, and ownership."

"Because it's money coming in."

"Chinese investments will benefit Canadian economy and employment."

#### Chinese Investment, as Long as Regulated, is Good for the Economy

"It has not been by observation that China has played an equal role or kept transparency. We need those things to make sure it's a just trade."

"I believe investment coming from other sources is good. I don't believe that they should monopolize any particular industry but general investment will benefit Albertans in the end."

"It should be closely monitored...if we do accept it. We should welcome it and regulate carefully."

"China is an expanding nation whose growing economy offers a ready source of capital for us to develop. Having said that, I believe that Canada as a whole needs to be very aware that China does not see trade agreements and access to resources the same way that we do."

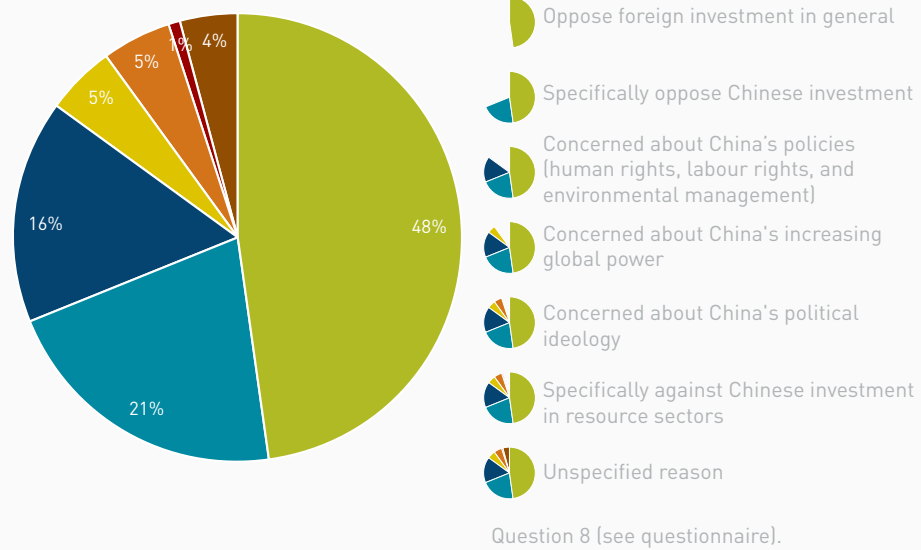
"China has the most money, but we must make sure that we follow up on the Chinese companies to make sure they are reputable companies that will follow environmental policies and concerns, and not try to own majority of sectors, and only allow minority ownership of companies."

"The investment is good for us, and it provides jobs for us. I'm concerned about foreign control."

"It would help in supporting business here in Alberta, as long as it is regulated, according to our rules, then that would benefit Alberta."

# Reason for Opposing Chinese Investment in the Province

Among those Albertans who oppose Chinese investment in the province (28%), the majority (48%) opposes foreign investment in general. Only 21% of those who are in opposition are specifically against Chinese investment in the province. A considerable percentage of respondents (16%) are concerned about China's policies regarding labour rights, human rights, and environmental management.



## The Province should Favour National Investment

"Our government should focus on supporting local business...as a priority."

"The number of foreign companies in Alberta has been increasing, and it is getting to be too much."

"I don't favour foreign investment...I think Alberta should keep control on their resources."

"I don't like to see too much foreign ownership and then we lose control. That is not a good thing; we need to look after our own province and I don't understand why we don't already do that. Too much foreign investment and we will lose control."

"I wish we could just promote our own products and make Canada where we get all of our home products instead of importing them."

"Because I don't believe that we should be selling Alberta to foreigners. Also the Chinese government has a very poor human right record. Thirdly, China does not follow sound environmental practices in their own country."

"Because China has a habit for a poor business ethics and I don't think we exactly need their investment if we have better options."

"I don't trust China to follow the quality standards that we follow here. There isn't a lot of quality coming out of China and I think we need to have a little higher standard here in Canada. We need to put our environment at a high standard as well."

"Because there are unseen consequences. China is an oppressive government. They are welcome to come here and send tourists and do mutual trade; but I really think there are issues with respect to the Chinese government and with the control of resources in Alberta."

## China's Rise is a Subject of Concern

"Because China is already well off in terms of economy, I don't think that they should invest here. Instead Albertans should invest by themselves to get local people jobs."

"The way things are going, China will be taking over this country. My belief is we should be doing more in the manufacturing industry. Now there's talk about oil transportation. They should be concentrating on shipping to North America instead of China."

"Because China is undercutting productivity in Canada in many manufacturing areas."

"Because they are busy buying up the world. They come in and they buy up our companies and they're the ones having the say about how Alberta should be run."

"If we allowed Chinese investment there would be no limits to how much they invest and our entire economy, country, and decisions would be taken over by China."

"Because China already has a strong economy and if they come here they will be taking more jobs."

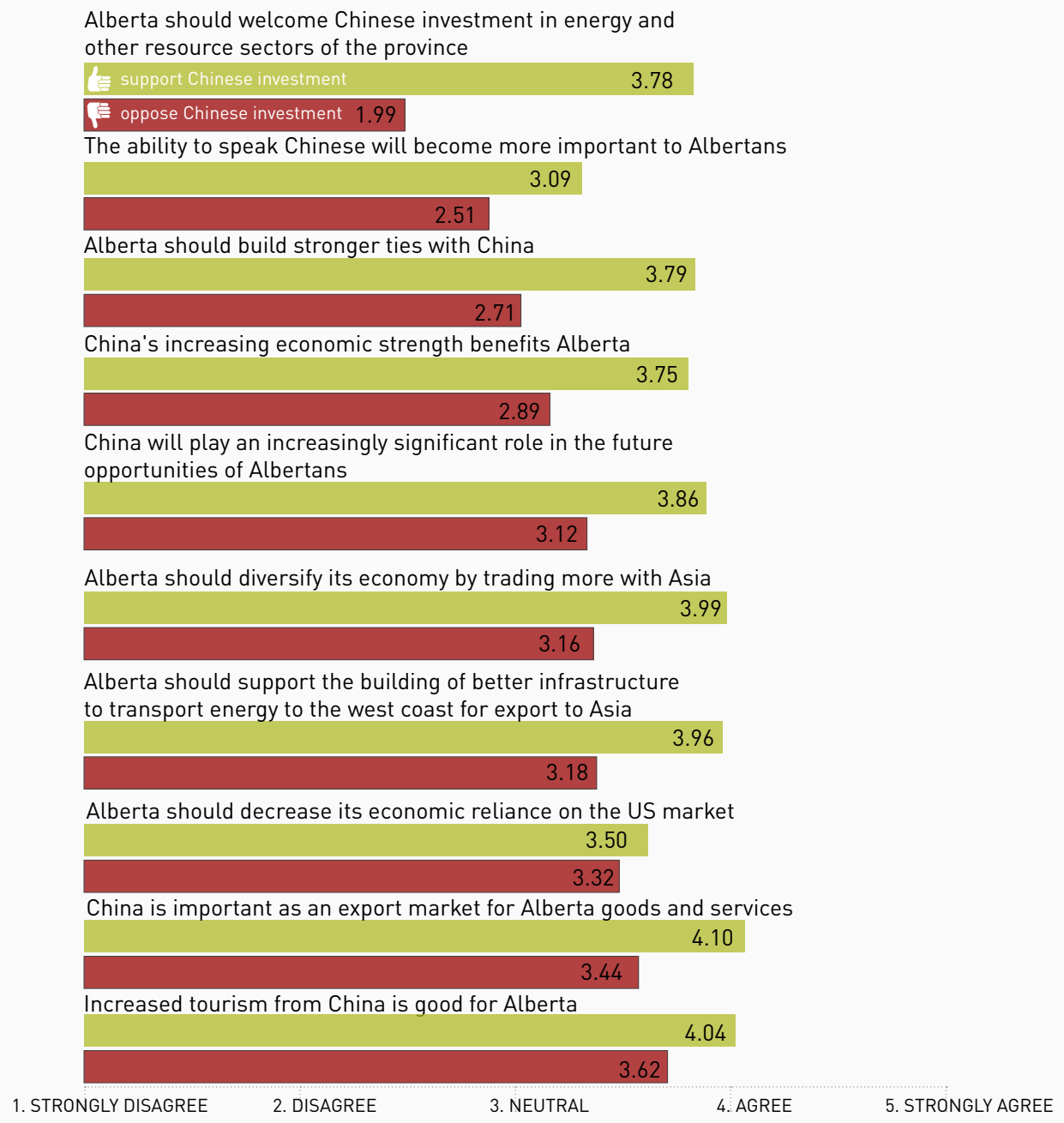
"Because everything that we see are all made in China. Our jobs are all gotten by Chinese. We should have the opportunity to open our own investment. Chinese businesses are killing the market."

## China Still Has to Improve Its Internal Policies

"If China invests money in Alberta they will want to do things their way, which will conflict with Albertan values. The profits won't stay in Alberta; the profits will be used to support a government which goes against Albertan and Western economic philosophy."

# Average Response Ratings Across the 2013 Survey

The lower the average, the closer to "strongly disagree;" the higher the average, the closer to "strongly agree" on the scale.

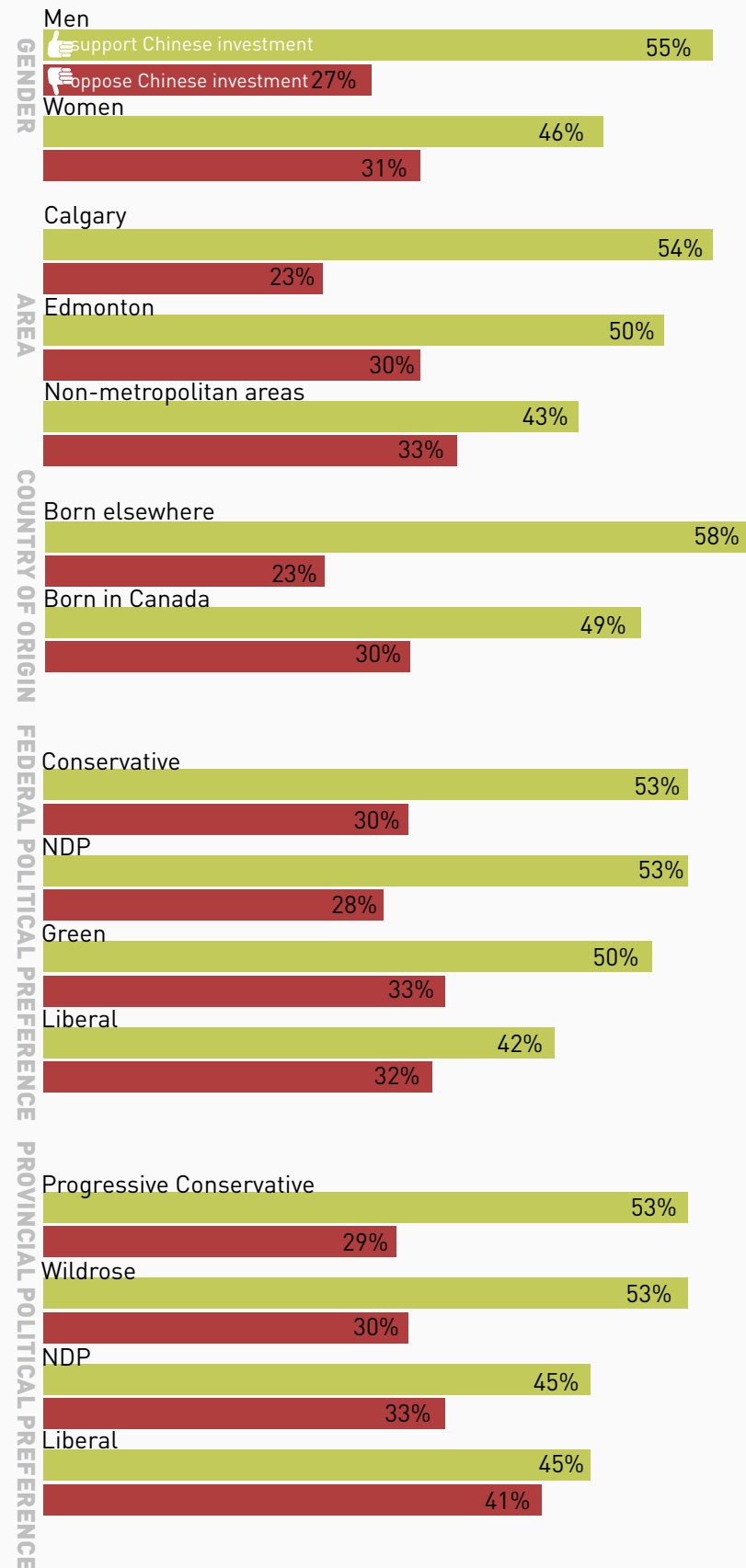


The differences verified between the groups are statistically significant.

The group that is in opposition to Chinese investment presents average response ratings falls within "disagree" or "neutral" across the survey. While the group that supports Chinese investment presents average response ratings falls within "neutral" or "agree" for all the surveyed questions. These two groups (opposers and supporters) are particularly divided in terms of Chinese investment in energy

and other resource sectors. The group that opposes Chinese investment in the province "disagrees" with Chinese investment in resource sectors, while the group supporting Chinese investment is "neutral" in terms of Chinese investment in resources. Both groups find relative consensus on the question of Alberta decreasing its economic reliance on the US market.

# Overview of the Sample's Response to whether Alberta Should Welcome Chinese Investment in the Province (Question 7)



# Average Response Ratings to Question 7 by Gender, Area, and Country of Origin

Question 7: Alberta should welcome Chinese investment in the province  
The lower the average, the closer to "strongly disagree;" the higher the average, the closer to "strongly agree" on the scale.

Men presented a higher average response rating than women for the question on Chinese investment, and therefore tend to be slightly more favourable to Chinese investment than women.

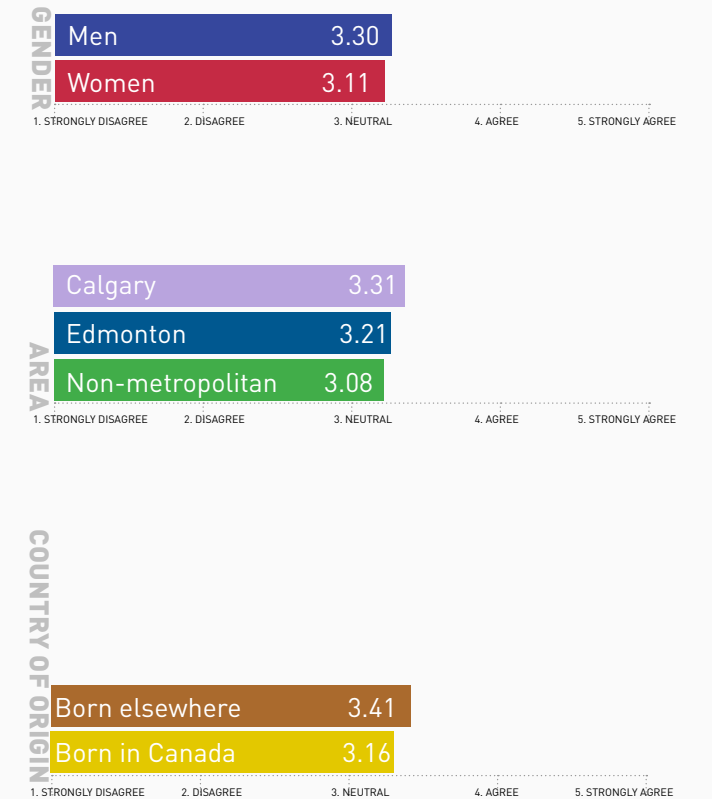
The difference verified between the groups ("men" and "women") is statistically significant.

Calgarians are generally more favourable towards Chinese investment in the province. While Albertans from non-metropolitan areas of the province are the least favorable towards this kind of investment.

The differences verified between the groups are statistically significant.

Respondents who were born outside of Canada are more positive towards Chinese investment than respondents who were born in Canada.

The differences verified between the groups are statistically significant.



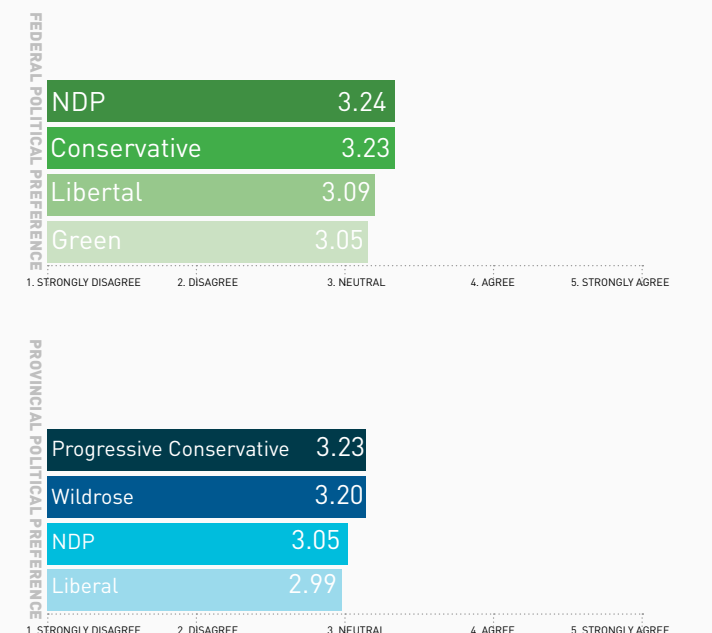
# Average Responses Rating to Question 7 by Political Preference

Respondents supporting the NDP and Conservative parties at the federal level are more positive regarding Chinese investment than supporters of the Liberal and Green parties.

The differences verified between the groups are not statistically significant.

Respondents supporting either the Progressive Conservative or Wildrose parties at the provincial level are more positive towards Chinese investment than supporters of the NDP and Liberal parties.

The differences verified between the groups are statistically significant.



## 5: ALBERTA-CHINA CULTURAL RELATIONS

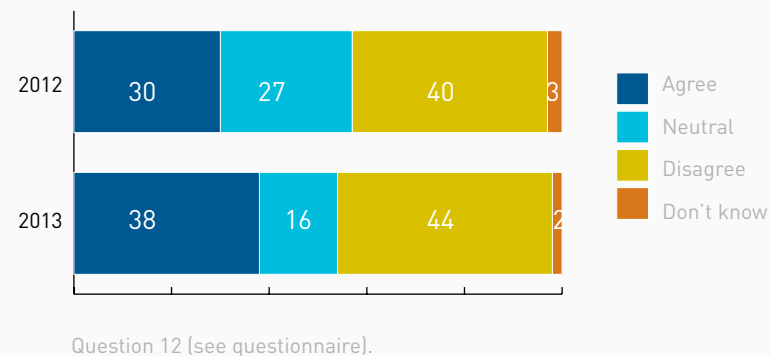
### KEY FINDINGS

- A larger number of Albertans (38% in 2013, against 30% in 2012), although still a minority, believe that being able to speak Chinese will become an important skill for them.

#### The ability to speak Chinese will become more important to Albertans

Albertans' opinions regarding an increased need for Chinese language speaking ability in the future increased between 2012 and 2013. However, it is necessary to take into consideration that the question wording was changed. This may have reduced our ability to compare data across surveys.\*

\* Question (statement) applied in 2012: "As China's significance to the world grows, the ability to speak Chinese will become more important to Albertans."

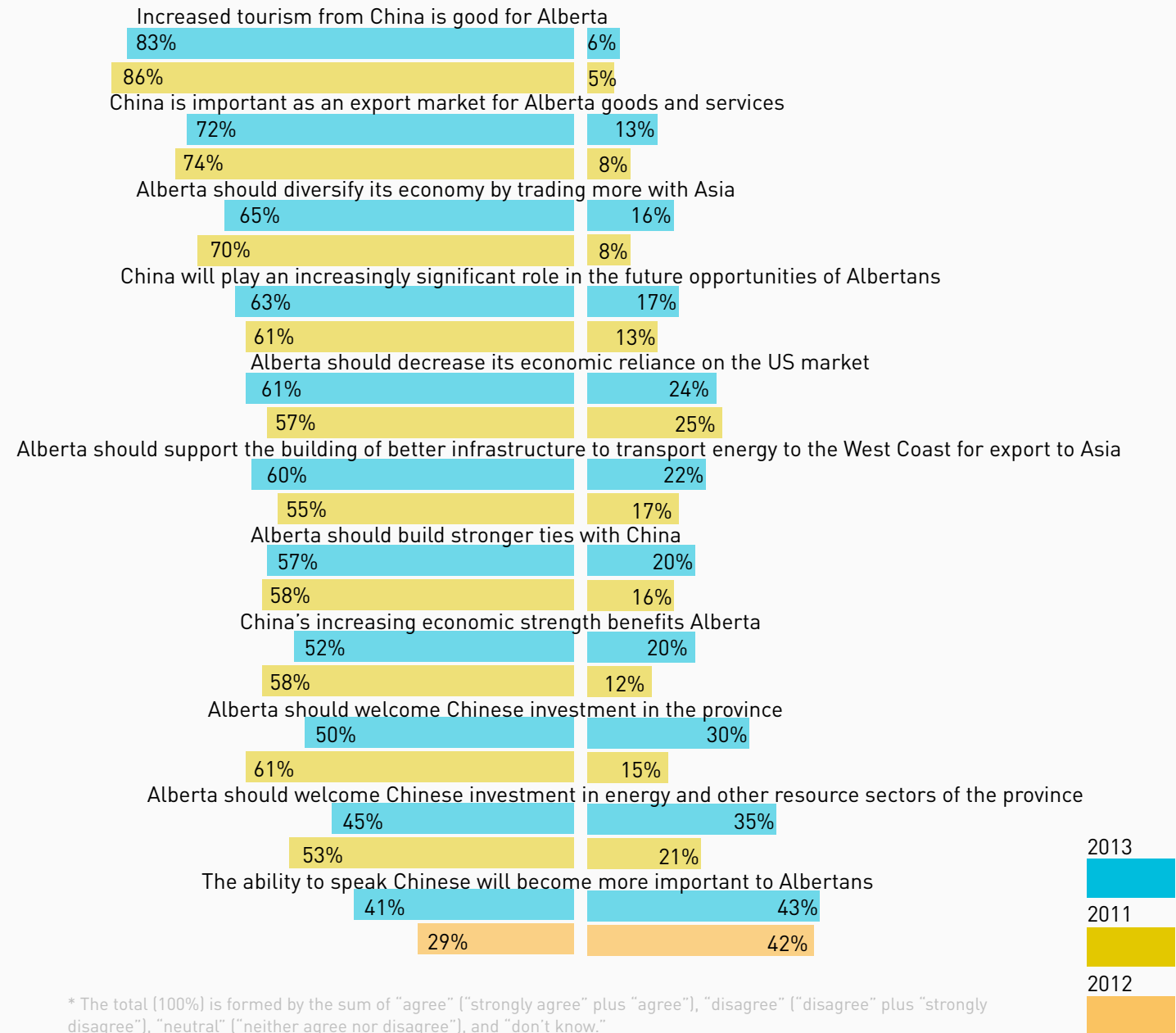


## 6: REGIONAL DIFFERENCES AMONG ALBERTANS

### KEY FINDINGS

- The percentage of Albertans who acknowledge that China will play an increasingly significant role in their future opportunities has increased throughout the province. However, Calgary and non-metropolitan regions presented the highest increased rates between 2011 and 2013, with a 7-point (from 61% to 68%) and 4-point (from 52% to 56%) increase, respectively. Overall, with regards to the question on China's role in the Albertans' future opportunities [question 10], Calgarians (68%) are the most positive, followed by Edmontonians (63%), and Albertans from non-metropolitan regions (56%). The percentage of people who disagree with this idea in Edmonton and non-metropolitan areas increased between 2011 and 2013 from 13% to 17% and from 20% to 22% respectively.
- Edmontonians contributed most significantly to the decline in support for Chinese investment in the province, demonstrating an 11-point decrease in support (from 61% to 50%), since 2011. Albertans from non-metropolitan areas followed Edmontonians, with a 7-point decrease in support (from 50% to 43%). Calgarians, in contrast, only demonstrated a 1-point decrease in overall support (55% to 54%). Edmontonians and Albertans from non-metropolitan regions are increasingly negative regarding Chinese investment in the province. The percentage of people opposing Chinese investment grew 15 points in Edmonton (from 15% to 30%) and 14 points in non-metropolitan regions of Alberta (19% to 33%).
- Calgarians contributed most significantly to the decline in support for Chinese investment energy and other resource sectors of the province, demonstrating an 11-point decrease in support (from 56% to 45%), from 2011. Edmontonians and Albertans from non-metropolitan regions followed Calgarians, with an 8-point (from 53% to 45%) and a 7-point decrease (from 47% to 40%) in support, respectively. The percentage of people opposing Chinese investment in energy and other resource sectors has increased 14 points in Edmonton (from 21% to 35%) and non-metropolitan regions of Alberta (from 24% to 38%), and 10 points in Calgary (20% to 30%).
- With regards to the reasons provided by Albertans who oppose Chinese investment in the province, protectionism against foreign investment (regardless of origin) is especially pervasive: 54% of Albertans from non-metropolitan regions, 46% of Edmontonians, and 44% of Calgarians cited this reason. The second most popular reason among Albertans from non-metropolitan regions and from Calgarians in opposition to Chinese investment was protectionism specifically regarding investment of Chinese origins (27% and 25% respectively). Edmontonians (26%) mentioned concerns against China's policies (human rights, labour rights and environmental management) as their second most important reason for opposing Chinese investment in the province. While only 15% of Calgarians and 6% of Albertans from non-metropolitan areas raised these issues.
- The three areas in which the survey was conducted (Edmonton, Calgary and non-metropolitan areas) presented a strong increase in support for the building of better infrastructure to transport energy to the West Coast: 16 points in Calgary (from 58% to 74%), 8 points in non-metropolitan regions of the province (from 56% to 64%), and 5 points in Edmonton (from 55% to 60%). The percentage of people who oppose the building of infrastructure declined in Calgary and in non-metropolitan areas: 6 points among Calgarians (from 17% to 11%) and 2 points among Albertans from non-metropolitan areas (from 22% to 20%). However, it increased by 5 points among Edmontonians, from 17% to 22%. Calgarians are the most supportive of infrastructure to transport energy to the West Coast and Edmontonians are the least supportive, but the support in Edmonton is still strong.

# Edmonton

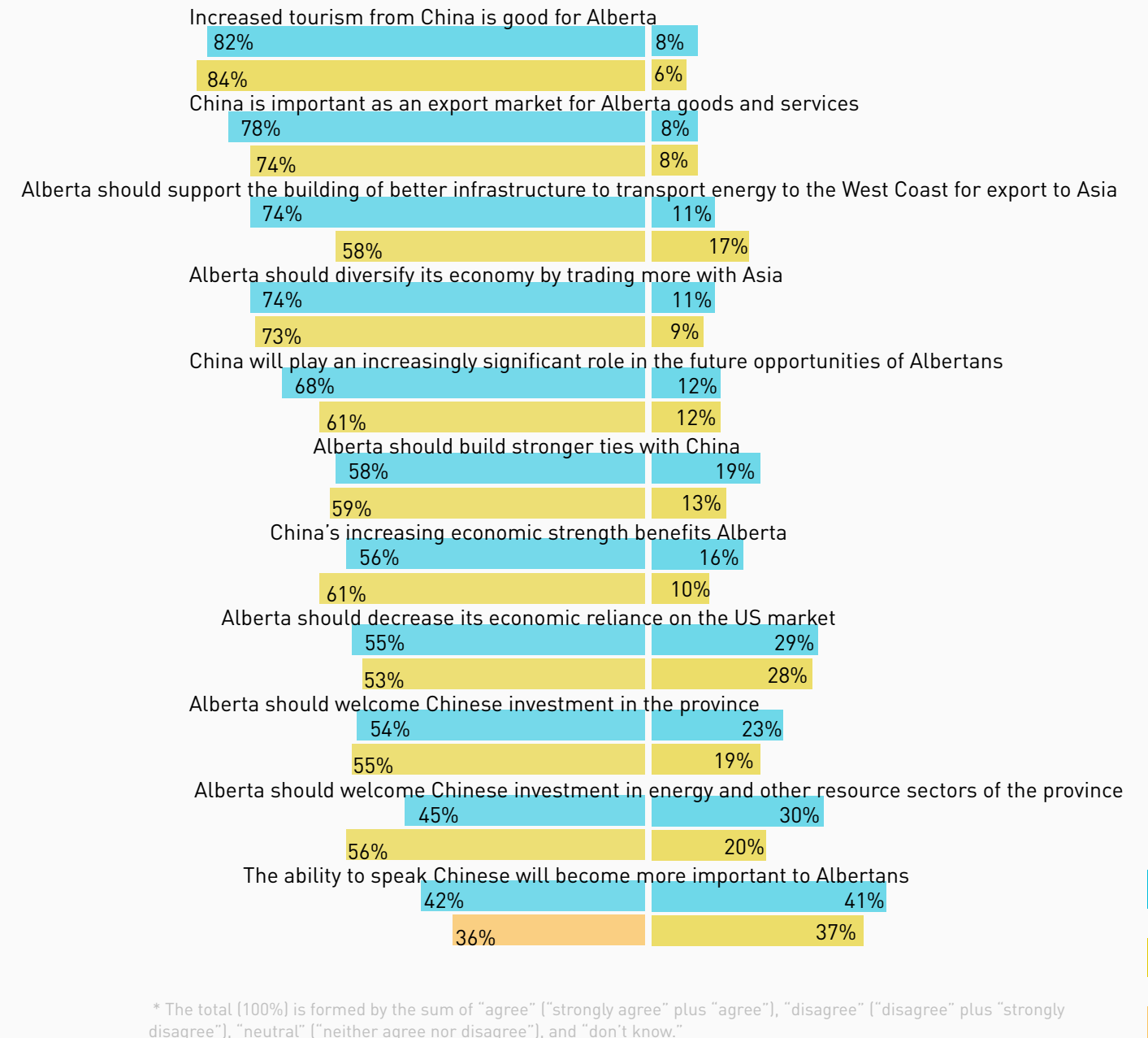


\* The total (100%) is formed by the sum of "agree" ("strongly agree" plus "agree"), "disagree" ("disagree" plus "strongly disagree"), "neutral" ("neither agree nor disagree"), and "don't know." The differences verified between the groups ("agree" and "disagree") are statistically significant.

A larger number of Edmontonians agree that China will play an increasingly significant role in their futures. They are also more confident that the province should decrease its economic reliance on the US market. Edmontonians, however, are not particularly enthusiastic about China as an alternative commercial partner to the US. The percentage of people in Edmonton opposing Chinese investment has increased since 2011, while the percentage supporting Chinese investment has declined. Edmontonians are even more concerned about Chinese investment in energy and

other resource sectors of the province. The vast majority of Edmontonians, however, continue to see China as an important market for Alberta goods and services. With regards to building infrastructure to transport energy to the West Coast for export to Asia, Edmontonians are significantly more supportive than they were two years ago.

# Calgary



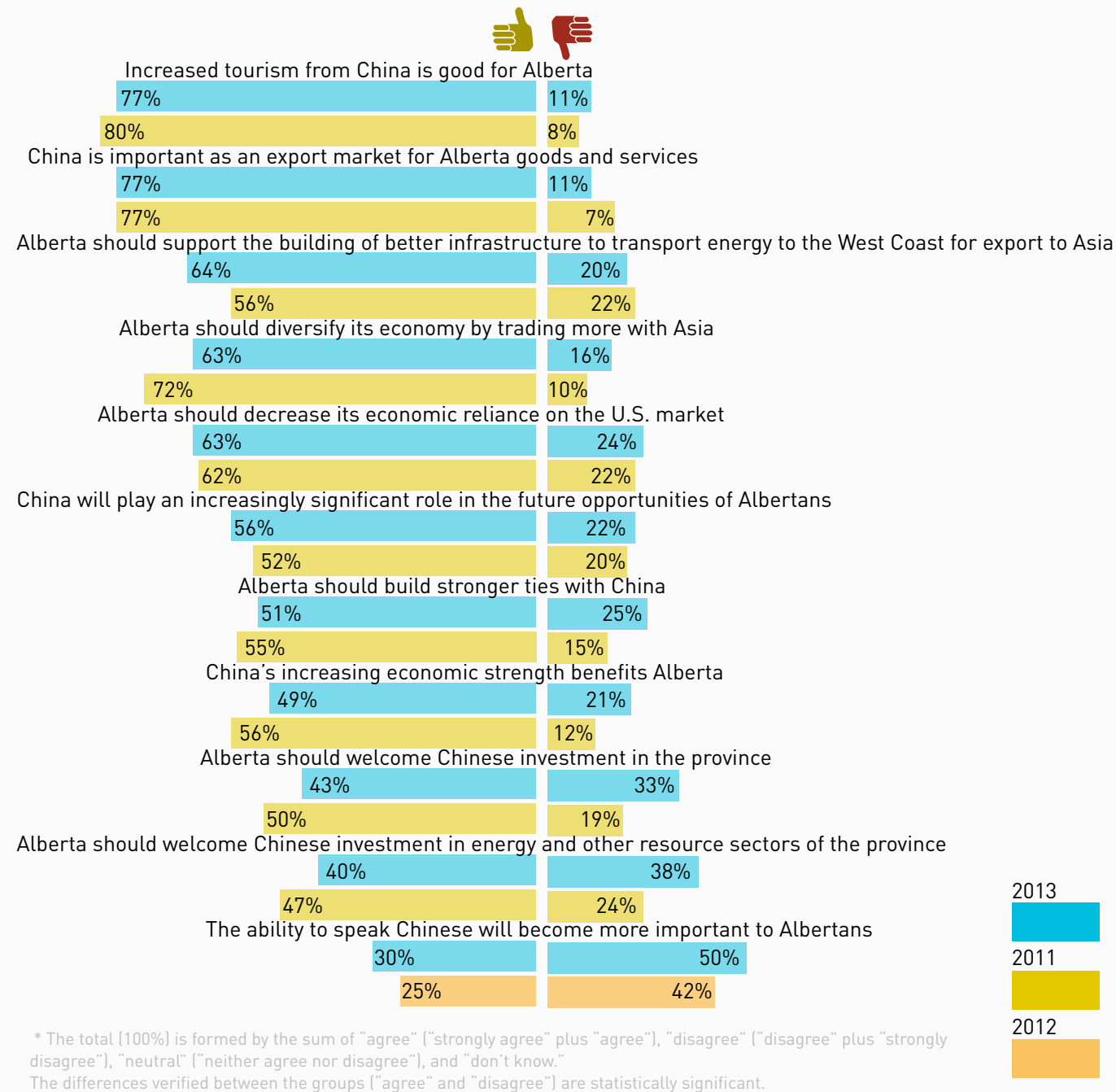
\* The total (100%) is formed by the sum of "agree" ("strongly agree" plus "agree"), "disagree" ("disagree" plus "strongly disagree"), "neutral" ("neither agree nor disagree"), and "don't know." The differences verified between the groups ("agree" and "disagree") are statistically significant.

Overall, Calgarians are more enthusiastic about China than other Albertans. The percentage of Calgarians who believe China will play an increasingly important role in their future opportunities increased by 7 points. In regards to Chinese investment in the province, the percentage of people in support has remained fairly stable, while the percentage of people in opposition has increased moderately (4 points). Calgarians, like Edmontonians, are more negative regarding Chinese investment in energy and other resource sectors of the province than was the case in 2011. The

percentage of people in support of Chinese investment (in energy and other resource sectors) has declined by 11 points, while the percentage of people in opposition has increased by 10 points. Calgarians' support for the building of infrastructure to transport energy to the West Coast for export to Asia has increased by 16 points over the last two years.



# Non-metropolitan Areas

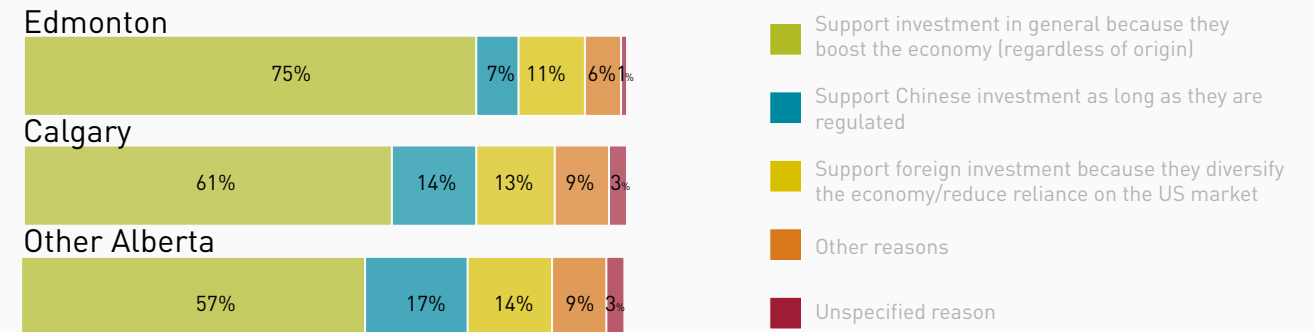


Albertans residing outside of Edmonton and Calgary do acknowledge the increasing significance of China's role in their future opportunities, but they are the least favourable among all Albertans towards China. They are also the least favourable towards Chinese investment in the province. The percentage of people in opposition to general Chinese investment and Chinese investment in energy and other resource sectors has increased by 14 points. Despite their

lack of enthusiasm about China and Asia, Albertans living outside the two main cities have increased their support for the building of infrastructure to transport energy to the West Coast for export to Asia.

# Reasons for Supporting or Opposing Chinese Investment (Question 8) by Area

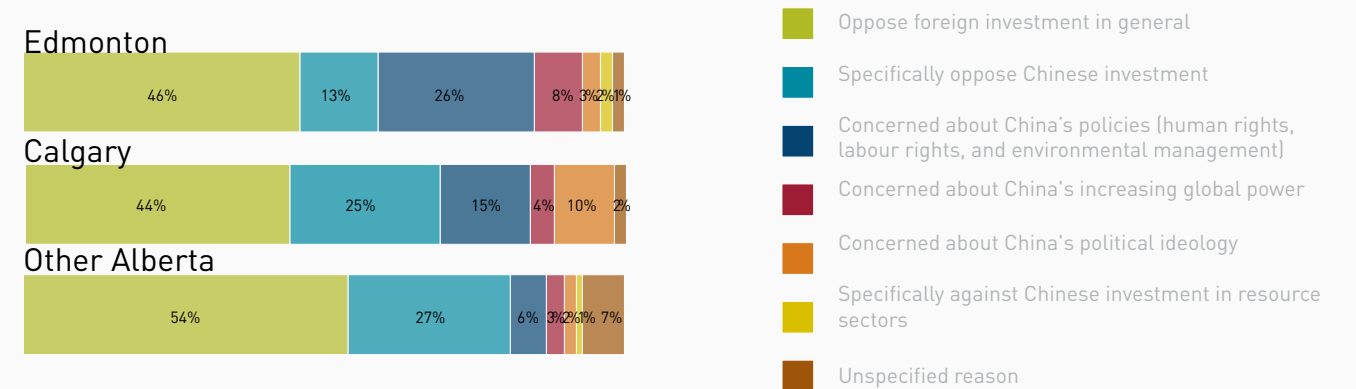
## Reasons for supporting Chinese investment in the province



Most Albertans who are in support of Chinese investment in the province, regardless of where they live, do so because they believe that Chinese investment boosts the Canadian economy. Calgaryans and Albertans from non-metropolitan areas believe that investment from China is welcome as long as it is regulated. Edmontonians are the least

concerned about regulating Chinese investment. Albertans in general see Chinese investment as a means of reducing the country's reliance on the US market.

## Reasons for opposing Chinese investment in the province



Albertans who oppose Chinese investment do so because they share protectionist viewpoints regarding the economy in general. China-specific protectionism is secondary. Among the respondents who oppose Chinese investment, Albertans from non-metropolitan areas are more concerned about

China-specific investment. China's policies, particularly on human rights, labour rights, and environmental policies, are an important subject of concern for Edmontonians and Calgaryans.



## 7: THE 2013 ALBERTA SURVEY'S RESULTS AND THE NATIONAL CONTEXT

The 2013 Alberta Survey confirmed that most Albertans continue to agree that China will play an increasingly significant role in their future opportunities. Most participants also have a favourable outlook on China's increasing economic strength and China-Alberta relationship.

Overall, Albertans' enthusiasm regarding China has declined over the past two years. In addition, the percentage of respondents opposing both China and China-Alberta commercial relationship has increased across survey responses. The only exception is for the question on the support for building infrastructure to transport energy to the West Coast for export to Asia.

### Canadians Are Less Enthusiastic About Asia

The findings of the 2013 Alberta survey can be better understood within the national context which reveals that Canadians, in general, are less enthusiastic about China. The Asia Pacific Foundation of Canada's (APFC) 2013 survey ("2013 National Opinion Poll: Canadian Views on Asia,")<sup>1</sup> concluded that Canadians are slightly less enthusiastic about Asia than a year ago (2012).<sup>2</sup> In 2013, 51% of the respondents considered that strengthening economic and political relations with Asia should be Canada's top foreign policy priority,<sup>3</sup> against 55% in 2012.<sup>3</sup> However, Canadians continue to view Asia as an important region and source of opportunity for the country. The percentage of Canadians who consider China "very important" to Canada's prosperity<sup>4</sup> accounts for 45% of the respondents (against 46% in 2012).<sup>5</sup> The APFC's 2013 report<sup>6</sup> states that 48% of the respondents consider that "the growing importance of China as an economic power is more of an opportunity than a threat," against 50% in 2012.<sup>7</sup>

Canadians are more reluctant about trading with China and receiving Chinese investments today than in 2012

Despite their relatively positive outlook on Asian countries, Canadians are reluctant to enter into free trade agreements with China. Such support has declined, from 48% to 42% between 2012 and 2013.<sup>8</sup> Among the countries/regions listed in the APFC's 2013 survey, Canadians particularly oppose foreign investment by Chinese companies controlled

by the Chinese government (76% in opposition, 14% in support).<sup>9</sup> This number has increased by 5 points since 2010 (71% in 2010, against 76% in 2013). Likewise, the percentage of Canadians in favour of such of investments has decreased from 18% in 2010 to 14% in 2013.<sup>10</sup>

Canadians are divided regarding the building of capacity to transport energy to the West Coast

Canadians are increasingly divided in regards to the building of pipeline capacity to facilitate the transportation of crude oil and natural gas to Canada's West Coast. According to the APFC's 2013 survey, 45% (against 53% in 2012) of respondents support the building of pipelines to transport crude oil to ports on Canada's West Coast, while 42% (against 34% in 2012) oppose it. With regards to the building of pipeline capacity to transport natural gas to ports on the West Coast, 54% (2013) support it and 32% oppose it (2013).<sup>11</sup> Canadians are generally more supportive of building pipelines to transport natural gas than to transport crude oil. However, among Canadians, Albertans are the most enthusiastic about building pipeline capacity to transport either crude oil or natural gas. According to the APFC's 2013 survey, 69% of the Albertans support pipelines for natural gas and 67% support pipelines for crude oil. Saskatchewan lists second for both questions, with 56% and 53% respectively.<sup>12</sup>

Albertans are the most enthusiastic about Asia

With regard to strengthening economic and political relations with Asia and making the region a top foreign policy priority, Alberta remains the most favourable province (with 60% of respondents in support). It is also the least resistant province regarding this matter (only 28% oppose it).<sup>13</sup>

Albertans also come near the top of the list (in second place after British Columbia), in their views of the importance of China to Canada's prosperity. Approximately 50% of Albertans (versus 52% of British Columbians) view China as important. When the question of the importance of the United States was posed, Albertans presented the second lowest percentage (73% indicating the US is important) after only the Atlantic Provinces (69%).<sup>14</sup>

Albertans, compared with other Canadians, are more supportive of free trade agreements with China.

According to the APFC survey, Albertans are among the most supportive of free trade agreements with Asian countries. With regards to free trade agreements with China, Alberta's "support percentage" (the percent of those who are in support) ranks first (51%) when compared to other provinces. Its "oppose percentage" (the percent of those who are in opposition) is comparatively the second lowest, at 39%, after Manitoba (37%).<sup>15</sup>

Albertans are the most supportive of building capacity to transport energy to the West Coast among Canadians

According to the APFC's 2013 survey, Albertans are the most favourable regarding building pipelines to transport natural gas (69%) and crude oil (67%) to ports on Canada's West Coast, so these resources can be exported to Asian markets. Albertans also have the least unfavourable views regarding pipelines in the national context, with only 21% opposing natural gas pipelines and 23% opposing crude oil pipelines.<sup>16</sup>

Canadian views of China versus US on a global level

On the global level, Canadians have a comparatively favourable outlook on China and its future. While Canadians still have a more positive view of the United States than of China, most Canadians believe that China has already replaced or will eventually replace the United States as the world's dominant super power.

A PEW Research Center's global survey ("America's Global Image Remains More Positive than China's," July, 2013)<sup>17</sup> on comparative views involving China and the United States showed that<sup>18</sup> 64% (median = 58%) of the respondents in Canada reported a favourable opinion of the United States, while 43% (median = 43%) of them reported a favourable opinion of China. This survey also reveals that 67% of the Canadian participants say that China is or will be world's leading superpower. This

represents an increase of 15 points from 2009 (52%). On the global level, Canadians (67%) and Australians (67%) are at near the top of the list that considers China as the next leading power—just after the Spanish (71%) and the French (70%).

1 Asia Pacific Foundation of Canada. Report *2013 National Opinion Poll: Canadian View on Asia*. Vancouver, BC, 2013. Available online at: [http://www.asiapacific.ca/sites/default/files/filefield/national\\_opinion\\_poll\\_2013\\_-\\_may\\_29\\_-\\_final.pdf](http://www.asiapacific.ca/sites/default/files/filefield/national_opinion_poll_2013_-_may_29_-_final.pdf) (accessed on Sep 15, 2013).

2 Ibid., p.3.

3 Ibid., p.11.

4 Ibid., p.14.

5 Ibid.

6 Ibid., p.15.

7 Ibid.

8 Ibid., p.17.

9 Ibid., p.19.

10 Ibid.

11 Ibid.,

12 Ibid.

13 Ibid., p.11.

14 Ibid., p.14.

15 Ibid., p.17.

16 Ibid., p.27.

17 Pew Research Center. Report "America's Global Image Remains More Positive than China's," July 18, 2013. Available online at: <http://www.pewglobal.org/files/2013/07/Pew-Research-Global-Attitudes-Project-Balance-of-Power-Report-FINAL-July-18-2013.pdf> (accessed on Sep 15, 2013).

18 Ibid., p.2. These medians refer to the group of countries grouped with Canada (US, Canada, Italy, Germany, Poland, Czech Rep., France, Spain, Britain, Russia, and Greece).

## 8: THE ALBERTA SURVEY: METHODOLOGY, SAMPLE AND ANALYSIS

The 2013 Alberta Survey, administrated by the Population Research Laboratory at the University of Alberta, surveyed 1,207 households via telephone across the province of Alberta on a variety of questions between June 18, 2013 and July 23, 2013. The Research Ethics Board 2 at the University of Alberta reviewed and approved the 2013 Alberta Survey questions and data collection protocols. The survey was suspended between June 21 and July 3 because of the floods that hit Alberta. The target population consists of individuals of 18 years of age or older who, at the time of the survey, were living in a dwelling unit that could be contacted by direct dialing. The sample consisted of 404 respondents in Edmonton, 402 in Calgary, and 401 in other areas of Alberta. The sampling error is +/-2.8 percentage points (at the 95% confidence level, for an area sample of 1,207 households, assuming a 50/50 binomial percentage distribution).

Seven sponsors submitted questions for the Alberta Survey in 2013, of which the CIUA was one. The Alberta Survey questionnaire had three components: a standardized introduction, the questions proposed by each of the sponsors, and the demographic questions. See the CIUA questionnaire at the end of this report (Appendix I). To avoid question bias, the CIUA questions were randomized. The results shown in this report are statistically weighted according to the most current age and region data (Statistics Canada CANSIM) in order to assure they are representative of the entire adult population of

Alberta. The population weight was calculated based on the relative data from Statistics Canada, CANSIM, tables 051-0046 and 051-0001. The age weight was calculated based on the relative data from Statistics Canada, CANSIM, table 051-0001. This year's report presents a comparative analysis between the 2013 Alberta Survey (n=1,207) and the 2011 survey (n=1,201). The set of questions applied in 2013 are exactly the same as the set used in 2011, with the exception of questions 8 and 12 (see questionnaire, Appendix I). Question 8 (open-ended) is an extension of question 7. It investigates the reason for opposing or supporting Chinese investment in the province. Question 12, applied in the 2012 Alberta Survey (n=1,210), had its wording modified and was re-applied in the 2013 edition. With regards to question 12, the analysis compares the results from 2012 and 2013. **Discrepancies in or between totals are due to rounding.** IBM SPSS for Windows (version 21.0) was used to analyze the data presented in this report.

Any questions regarding the survey methodology can be submitted to CIUA Research Associate Ms. Marcella Cassiano at [cassiano@ualberta.ca](mailto:cassiano@ualberta.ca).

## APPENDIX I 2013 QUESTIONNAIRE

[INTRODUCTION – READ TO PARTICIPANTS]

The following questions are about your opinion regarding China. Please indicate whether you 'strongly disagree', 'disagree', 'neither agree nor disagree', 'agree', or 'strongly agree' with each of the following statements.

[IF PARTICIPANTS ASK WHO THE SPONSOR OF THE FOLLOWING QUESTION IS, PLEASE, ANSWER THAT YOU DO NOT KNOW AND DIRECT THEM TO THE PRL RESEARCH COORDINATOR]

1. China's increasing economic strength benefits Alberta.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

2. Alberta should build stronger ties with China.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

3. China is important as an export market for Alberta goods and services.

- 1 Strongly disagree
- 2 Disagree

- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

4. Alberta should decrease its economic reliance on the US market.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

5. Alberta should diversify its economy by trading more with Asia.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

6. Alberta should support the building of better infrastructure to transport energy to the West Coast for export to Asia.

- 0 Strongly disagree
- 1 Disagree
- 2 Neither disagree nor agree
- 3 Agree
- 4 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

7. Alberta should welcome Chinese investment in the province.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

[Q.8. Respondents who selected 1,2, 4 or 5 in Q.7 ONLY]

8. Why do you \_\_\_\_\_(strongly disagree, disagree, agree or strongly agree) that "Alberta should welcome Chinese investment in the province" [OPEN-ENDED QUESTION]

9. Alberta should welcome Chinese investment in energy and other resource sectors of the province.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

10. China will play an increasingly significant role in the future opportunities of Albertans.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

11. Increased tourism from China is good for Alberta.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

12. The ability to speak Chinese will become more important to Albertans.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither disagree nor agree
- 4 Agree
- 5 Strongly agree
- 0 No response (volunteered)
- 8 Don't know (volunteered)

## APPENDIX II

### Data Weighted Only by Regional Population (as presented in the 2011 and 2012 reports)

Statements	2011		2013		Change 2011 to 2013 (percentage points)	
	%Agree	%Disagree	%Agree	%Disagree	%Agree	%Disagree
1. China's increasing economic strength benefits Alberta	64%	14%	56%	23%	-8	+9
2. Alberta should build stronger ties with China	62%	16%	57%	23%	-5	+7
3. China is important as an export market for Alberta goods and services	79%	9%	79%	11%	-	+2
4. Alberta should decrease its economic reliance on the US market	57%	27%	61%	28%	+4	+1
5. Alberta should diversify its economy by trading more with Asia	75%	10%	72%	15%	-3	+5
6. Alberta should support the building of better infrastructure to transport energy to the West Coast for export to Asia	59%	21%	70%	19%	+11	-2
7. Alberta should welcome Chinese investment in the province	56%	21%	49%	31%	-7	+10
8. Reason (for Question 7, implemented in 2013)	not applicable					
9. Alberta should welcome Chinese investment in energy and other resource sectors of the province	52%	25%	45%	37%	-7	+12
10. China will play an increasingly significant role in the future opportunities of Albertans	63%	17%	65%	19%	+2	+2
11. Increased tourism from China is good for Alberta	86%	6%	83%	8%	-3	+2
12. The ability to speak Chinese will become more important to Albertans (2012 versus 2013)	32%	41%	38%	46%	+6	+5

## ABOUT THE CHINA INSTITUTE

The China Institute at the University of Alberta (CIUA) was established in the fall of 2005 and is dedicated to the study of China and to enhancing understanding between Canada and China. The CIUA aims to foster China-related initiatives and scholarship at the University of Alberta, and to enhance and support new teaching and research activities that are focused on China.

The Director of the CIUA is Professor Gordon Houlden, a specialist of Chinese and Asia Pacific affairs, and former Canadian diplomat with five postings in Greater China, and 27 years of experience working on Canada-China issues.

The China Institute currently focuses its research on the growing economic linkages between Canada and China with particular emphasis on China's energy profile and its increasing investment in Canada and in Alberta. The China Institute has a growing interest in the future course of China and how changes in the People's Republic of China may affect Canada.

The CIUA's participation in the Alberta Survey was initially inspired by the results of a national opinion poll conducted by the Asia Pacific Foundation of Canada (APF) in 2010. That poll found that Albertans view economic ties with Asia more favourably than Canadians elsewhere. The CIUA decided to investigate further those findings by joining the 2011 Alberta Survey and continued in 2012 and 2013. This year, the CIUA participated in the Alberta Survey with 12 questions, two more than in previous years, to assess Albertans' views on economic and cultural affairs involving China and Alberta. The 2013 survey is of special importance for the CIUA because it sought to establish a comparative ground with the previous editions, particularly with the 2011 edition on Albertans' views. For the first time, the CIUA included an open-ended question in the survey to explore reasons behind the ways Albertans perceive Chinese investment in the province (see Appendix I, question 8).

## ACKNOWLEDGEMENTS

The China Institute would like to thank the staff of the Population Research Laboratory at the University of Alberta for their support and professionalism in conducting the 2013 Alberta Survey. The China Institute is especially grateful to Rosanna Shih and Dave Odynak, Research Coordinator and Research Analyst at the PRL, respectively. Rosanna did an outstanding job at assuring data collection accuracy and consistency, particularly regarding the open-ended question on Chinese investment in the province (see Appendix I, Question 8). Dave kindly assisted the team responsible for elaborating this report on various matters.

### CIUA Team responsible for this report

Marcella Cassiano / CIUA Research Associate  
Gordon Houlden / CIUA Director  
Jingjing Zheng / CIUA Communications Coordinator

### CIUA Contributors

Megan Yu / CIUA Administrative Assistant  
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Jia Wang / CIUA Associate Director  
Qian Tang / CIUA Administrative Assistant  
Yalun Ding / CIUA Intern (Zhejiang University, China)

## ABOUT THE POPULATION RESEARCH LABORATORY AND THE ALBERTA SURVEY

The Population Research Laboratory (PRL) at the University of Alberta, a member of the Association of Academic Survey Research Organizations (AASRO), seeks to advance the research, education and service goals of the University of Alberta by helping academic researchers and policy makers design and implement applied social science research projects. The PRL specializes in the gathering, analysis, and presentation of data about demographic, social and public issues.

The PRL research team provides expert consultation and implementation of quantitative and qualitative research methods, project design, sample design, web-based, paper-based and telephone surveys, field site testing, data analysis and report writing. The PRL follows scientifically rigorous and transparent methods in each phase of a research project. Research Coordinators are members of the American Association for Public Opinion Research (AAPOR) and use best practices when conducting all types of research.

The PRL has particular expertise in conducting computer-assisted telephone interviews (referred to as CATI surveys). When conducting telephone surveys, all calls are displayed as being from the "U of A PRL," a procedure that assures recipients that the call is not from a telemarketer, and thus helps increase response rates. The PRL maintains a complement of highly skilled telephone interviewers and supervisors who are thoroughly trained in FOIPP requirements, respondent selection procedures, questionnaire instructions, and neutral probing. A subset of interviewers are specially trained to convince otherwise reluctant respondents to participate in the study, a practice that increases response rates and lowers selection bias. PRL staff monitors data collection on a daily basis to allow any necessary adjustments to the volume and timing of calls and respondent selection criteria.

The PRL has been administering the Alberta Survey since 1987. The Alberta Survey surveys households across the province of Alberta via computer-assisted telephone interviews (CATI surveys). Respondents are contacted using a method of Random-Digit Dialing (RDD). Every year the Population Research Laboratory at the University of Alberta considers sponsors (academics, institutions, government departments, etc) who are interested in using the Alberta Survey as vehicle for their researchers.

The PRL team responsible for the 2013 Alberta Survey was composed of six people: Rosanna Shih, BA, Research Coordinator, Dave Odynak, MA, Research Analyst, Amber LaJeunesse, Senior CATI Supervisor, Juhina El-Hajj, BSc, Senior CATI Assistant, Donna Fong, BA, Research Administrator, and Gillian Stevens, PhD, Executive Director.



“China has money, people, and power so Chinese investment is an opportunity for us to grow. To create a relationship with China is very important economically”

*Female, 38, Edmonton*

“We cannot let China, or any country, dominate Alberta economically. Chinese investment must be limited and controlled because China does not have the same checks and balances environmentally, politically, and economically as Canada which may create problems and conflict.”

*Female, 59, non-metropolitan area*

“With development of our infrastructure we are going to require professional labour. China could supply this. (...) Alberta should give China the opportunity to invest and create some partnership enhancements in the province.”

*Male, 45, non-metropolitan area*

“We need to reduce our dependence on the U.S. and we need more stable funding input from somewhere else so China is probably a good source of funding.”

*Male, 51, Calgary*

“I think that it needs to be regulated. Interests need to be regulated in terms of the economy.”

*Male, 53, Edmonton*

“I think we can seek for extra help or money from China instead of just the US”

*Female, 29, Calgary*

“I guess it would help in supporting business here in Alberta, as long as it is regulated, according to our rules, then that would benefit Alberta.”

*Male, 25, Edmonton*

“It is a simple matter of local benefit from a global financial powerhouse. (...) Investments, sales, financial stability, and market growth.”

*Male, 68, non-metropolitan area*

“We need capital investment because we are not getting enough from our US counterpart or from Canadian investors. It is just about capitalization, how you get money into the country.”

*Male, 31, Edmonton*

“I would be concerned with the attachments that come with the Chinese investment, such as policies that would affect us.”

*Female, 36, Edmonton*



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